



**SMALL BUSINESS MARKETING MANAGER
TWO SEMESTER TECHNICAL CERTIFICATE OF CREDIT**

MAJOR CODE: SB51

REQUIRED CREDIT HOURS: 15

CIP Code:52.0201

Program Description: This program prepares individuals to develop and manage independent small businesses. Included are courses in marketing, management, selling, promotion, and business regulations.

Number	Course Name	Credit Hours	Prerequisites/Corequisites
Technical Courses			
MKTG 1100	Principles of Marketing	3	Pre-req: Provisional Admission
MKTG 1130	Business Regulations and Compliance	3	
MKTG 1160	Professional Selling	3	
MKTG 1190	Promotion and Marketing Communication	3	
MKTG 2010	Small Business Management	3	Pre-req: MKTG1100

NOTES: Course descriptions are available in the college catalog which can be found online at <https://www.gptc.edu/catalog>. The curriculum is subject to modification to meet changing conditions.

Estimated Costs

Cost Item	#	Cost
Total Credits (\$89/credit) and Course Fees	15	\$1,370
Semester Fees (\$378/semester)	2	\$756
Books and Materials		\$791
Total Estimated Cost		\$2,917

NOTES: Credit cost assumes 15 or less credits per semester and both the credit cost and fees can change over time (see <http://www.gptc.edu/index.html> for latest tuition rate and fees). Books and materials are priced at current rates for new books from the college bookstore.

Gainful Employment Information: No gainful employment information available for this program.

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Georgia Piedmont Technical College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate of Applied Science degrees, diplomas and technical certificates of credit. Contact the [Commission on Colleges](#) at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Georgia Piedmont Technical College.The Commission should be contacted only if there is evidence that appears to support Georgia Piedmont Technical College's significant non-compliance with Commission requirements or standards. Inquiries related to normal and ongoing College operations such as admission requirements, financial aid, programs, etc., should be addressed directly to Georgia Piedmont Technical College and not to the Commission on Colleges.